EXPO FAQ's

As of 10/15/2026 – Subject to Change

SFMA is fully committed to holding the 2027 SFMA Conference and Exhibition.

Q: When and where will the conference be held?

A: The 2027 SFMA Conference and Exhibition will take place in Tampa Florida, on February 3 – 4, 2027

Q: What are the Exhibition Hours?

- Wednesday, February 3 – 1:30 – 6:30 pm
- Thursday, February 4 – 10 am – 1 pm

Q: When will the exhibitor kit be ready?

- The Shepard exhibitor kit is live, please email Tradeshow@sportsfieldmanagement.org if you have not received with your company name and booth number.

Q: What is included with the purchase of my booth space?

- 8' High Backwall Drape with 3' High Sidewall Drape, and a 7" x 44" Cardstock Identification Sign
- (2) Two complementary exhibitor badges per 100 square feet purchased
- Listing in conference mobile app
- Listing on digital floor plan
- Exhibitors and personnel can attend all education sessions of the conference
- Invitation to attend the welcome reception
- Invitation to attend the annual meeting as long as individual is a member of the association
- List of conference attendees with contact information who "opted" in to share. This will be sent about a week prior to the conference.

Q: Is the exposition hall carpeted in the Tampa Bay Convention Center?

A: No, the facility is not carpeted and will be required for purchase by all exhibitors.

Q: When will attendee registration open?

A: October 15, 2026

Q: When will housing open?

A: Hotel Information updates for 2027 – Our process has changed please review additional information on our Hotel and Travel page.

Q: What is the policy regarding a certificate of insurance (COI)?

A: All exhibitors must have their Certificate of Insurance submitted and approved before you can proceed with registering your booth staff or reserving hotel rooms. More Details to come.

Please check back regularly for updates!